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a client computer for accessing said server, wherein said at least one server  
downloads said first program and said defining data to said client computer; and  
a printer operatively coupled with said client computer, wherein said first program  
assembles printing data for printing the printable product on the printer.

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10. (AMENDED) A computer usable medium having computer readable  
program code means embodied therein for creating, modifying and printing of a printable  
product, the computer readable program code means comprising:

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means for modifying a browser program on a personal computer of a user to allow  
the user to edit the defining data within the browser program;  
means for downloading data defining a printable product;  
modification means for modifying the defining data; and  
print formatting means for formatting the defining data for printing.

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13. (AMENDED) A computer readable program code means according to  
claim 10, wherein said print formatting means performs at least one of the following functions:  
resizing, scaling, and division into panels associated with a fold format.

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14. (AMENDED) A method for generating a printable product using an on-  
line system accessible via a computer network, the method comprising:  
storing on a server accessible via the computer network, data defining a plurality  
of printable products including one or more design elements;  
storing on the server a first program to enhance the functionality of a web browser  
program by providing a user with modification functions for modifying the defining data, and  
assembly functions for assembling a printable product suitable for printing, wherein the assembly  
and modification functions occur within the web browser program on a client computer;  
downloading the first program to the client computer accessing the server through  
the web browser program, to provide for the user modification and printing of a printable product  
at the client computer; and

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printing the printable product on a printer operatively coupled to the client computer.

New claims

22. (NEW) A system for enabling a user to create and print a social expression product over a computer network, comprising:

- a web server;
- a personal computer of the user having means for communicating with the web server over the computer network;
- a web browser located on the personal computer of the user;
- a database storing defining data defining a plurality of printable products including one or more design elements, said database communicatively coupled to the web server;
- a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data from the database, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and
- a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

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23. (NEW) A system for enabling a user to create and print a social expression product over a computer network, comprising:

- a web server;
- a personal computer of the user having means for communicating with the web server over the computer network;
- a web browser located on the personal computer of the user;
- a storage device containing defining data defining a plurality of printable products including one or more design elements;

a plug-in program stored on the web server and downloaded to the web browser loaded on the personal computer of the user, the plug-in program providing the user with means for retrieving defining data, means for modifying the retrieved defining data and means for assembling a social expression product on the personal computer of the user; and

a printer operatively coupled to the personal computer of the user, wherein the user is able to print a social expression product at the personal computer of the user.

24. (NEW) A system according to claim 23 wherein said storage devices is one of a group consisting of a remote storage device, a web server, a personal computer, and a storage medium.

25. (NEW) A system according to claim 23, wherein said plug-in program further provides the user with means for adding design elements from an external source, said added design elements created by the user.

26. (NEW) A computer readable program code means according to claim 10, wherein said data defining a printable product is stored on one of a group consisting of a remote storage device, a personal computer, and a portable storage medium.